TOWARDS A LOW CARBON ECONOMY

United Nations Environment Programme

www.unep.org/wed/2008

My name is Angelique Kidjo. I used to perform at concerts around the world without giving any thought to the energy these productions required. Now that the effects of climate change are clearly visible, I realize the importance of sustainable energy and encourage the move towards a low carbon economy.

My name is Richard Branson, founder of the Virgin Group. Tourism and air travel contribute to the world's carbon emissions, which is why I have made a commitment to combat climate change. We are investing in green fuel projects and mobilising our customers and staff to do their bit, backing the issue. You too can make a difference.

My name is Mikhail Gorbachev, founder and President of Green Cross International. After more than 30 years in politics, I believe one of the greatest challenges facing humanity today is the need for viable and clean energy solutions. Failure to act will place the world at risk of serious crises. We can't afford to wait. We all have a part to play to make energy a catalyst for peace and development.

My name is Samuel Eto'o. My career as a football player takes me from one continent to the other and I spend a lot of time in planes. I realize that air travel is a major source of greenhouse gas emissions and I call on all frequent flyers, like myself, to offset their emissions. Let's work hand in hand to curb carbon emissions.

My name is Gong Li. In today's fast developing world, the way we produce and consume is creating vast amounts of waste. This trend will become a serious threat to the environment if we don't take measures to stop it. In China, I have submitted a proposal on environmental protection to the public, and I call on citizens of all countries to work together with their leaders to protect the environment.

My name is Gabriel Tarquini. My motor celebrates life in all its forms. For almost 30 daily, their fight for species to survive in a world threatened by global warming. Reducing carbon emissions is necessary to preserve biodiversity. Rumbas can't live in a world without animals and plants. By protecting them, we protect ourselves.

TOWARDS A LOW CARBON ECONOMY

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World Environment Day • 5 June 2008

World Environment Day • 5 June

World Environment Day is the United Nations flagship environmental event, celebrated every year on 5 June in more than 100 countries around the world. It was established in 1972 by the United Nations General Assembly and its commemoration is entrusted to the United Nations Environment Programme (UNEP), whose international headquarters are located in Nairobi, Kenya.

The purpose of World Environment Day is to focus worldwide attention on the importance of the environment and stimulate political attention and action. The event seeks to give a human face to environmental issues; empower people to become active agents of sustainable and equitable development; promote an understanding that communities are pivotal to changing attitudes towards environmental issues; and advocate partnership, which will ensure that all nations and peoples enjoy a safer and more prosperous future.

Each year, a different city is chosen as the principal venue for the global celebration of World Environment Day. The host government and/or city, in cooperation with UNEP, set the tone for the event. A theme, slogan and logo are selected to be the focus for all World Environment Day information materials and promotional activities worldwide.

Interest in World Environment Day is growing each year, as evidenced by the number of countries which lend their support to this important United Nations Day, by the expanding list of municipalities, businesses and communities that participate, and by the hundreds of thousands of individuals who visit UNEP's World Environment Day web site.

Activities planned before and during World Environment Day are wide ranging. Essentially, it is a "people's event", with colourful activities such as street rallies, bicycle parades, green concerts, essay competitions in schools, tree planting, recycling and clean up campaigns.

World Environment Day is also meant to be an "intellectual" event, providing opportunities for seminars, workshops and symposiums on preserving the environmental health of our planet for the benefit of generations to come. The media play a critical role, and the event inspires thousands of journalists around the world to report on the environment.

The Day enhances political attention and action. Local and regional officials, Heads of State and Government and, of course, Ministers of the Environment deliver statements and commit themselves to care for the Earth. For example, in 1994, President Fidal Ramos called upon Filipinos to pause exactly at noon on 5 June and simultaneously "think clean, think green and with positive and joy-filled energy restore to nature the energy borrowed from it." More solemn pledges are made which lead to the establishment of permanent governmental structures dealing with environmental management and economic planning. World Environment Day also provides an opportunity to sign or ratify international conventions.

YEAR	HOST CITY	COUNTRY
2008	New Zealand	Wellington
2007	Tromsø	Norway
2006	Algiers	Algeria
2005	San Francisco	USA
2004	Barcelona	Spain
2003	Beirut	Lebanon
2002	Shenzhen	China
2001	Torino/Havana	Italy/Cuba
2000	Adelaide	Australia
1999	Tokyo	Japan
1998	Moscow	Russian Federation
1997	Seoul	Republic of Korea
1996	Istanbul	Turkey
1995	Pretoria	South Africa
1994	London	United Kingdom
1993	Beijing	China
1992	Rio de Janeiro	Brazil
1991	Stockholm	Sweden
1990	Mexico City	Mexico
1989	Brussels	Belgium
1988	Bangkok	Thailand
1987	Nairobi	Kenya

Message of United Nations Secretary-General Ban Ki-moon

Kick the Carbon Habit

Addiction is a terrible thing. It consumes and controls us, makes us deny important truths and blinds us to the consequences of our actions. Our world is in the grip of a dangerous carbon habit.

Coal and oil paved the way for the developed world's industrial progress. Fast-developing countries are now taking the same path in search of equal living standards. Meanwhile, in the least developed countries, even less sustainable energy sources, such as charcoal, remain the only available option for the poor.

Our dependence on carbon-based energy has caused a significant build-up of greenhouse gases in the atmosphere. Last year, the Nobel Peace Prize-winning Intergovernmental Panel on Climate Change put the final nail in the coffin of global warming sceptics. We know that climate change is happening, and we know that carbon dioxide and other greenhouse gases that we emit are the cause.

We don't just burn carbon in the form of fossil fuels. Throughout the tropics, valuable forests are being felled for timber and making paper, for pasture and arable land and, increasingly, for plantations to supply a growing demand for biofuels. This further manifestation of our carbon habit not only releases vast amounts of CO_2; it also destroys a valuable resource for absorbing atmospheric carbon, further contributing to climate change.

The environmental, economic and political implications of global warming are profound. Ecosystems — from mountain to ocean, from the Poles to the tropics — are undergoing rapid change. Low-lying cities face inundation, fertile lands are turning to desert, and weather patterns are becoming ever more unpredictable.

The cost will be borne by all. The poor will be hardest hit by weather-related disasters and by soaring price inflation for staple foods, but even the richest nations face the prospect of economic recession and a world in conflict over diminishing resources. Mitigating climate change, eradicating poverty and promoting economic and political stability all demand the same solution: we must kick the carbon habit. This is the theme for World Environment Day 2008. "Kick the Habit: Towards a Low Carbon Economy", recognizes the damaging extent of our addiction, and it shows the way forward.

Often we need a crisis to wake us to reality. With the climate crisis upon us, businesses and governments are realizing that, far from costing the Earth, addressing global warming can actually save money and invigorate economies. While the estimated costs of climate change are incalculable, the price tag for fighting it may be less than any of us may have thought. Some estimates put the cost at less than one per cent of global gross domestic product — a cheap price indeed for waging a global war.

Even better news is that technologies already exist or are under development to make our consumption of carbon-based fuels cleaner

and more efficient and to harness the renewable power of sun, wind and waves. The private sector, in particular, is competing to capitalize on what they recognize as a massive business opportunity.

Around the world, nations, cities, organizations and businesses are looking afresh at green options. At the United Nations, I have instructed that the plan for renovating our New York headquarters should follow strict environmental guidelines. I have also asked the chief executives of all UN programmes, funds and specialized agencies to move swiftly towards carbon neutrality.

Earlier this year, the UN Environment Programme launched a climate neutral network — CN Net — to energize this growing trend. Its inaugural members, which include countries, cities and companies, are pioneers in a movement that I believe will increasingly define environmental, economic and political discourse and decision making over the coming decades.

The message of World Environment Day 2008 is that we are all part of the solution. Whether you are an individual, an organization, a business or a government, there are many steps you can take to reduce your carbon footprint. It is message we all

Climate Change: A Global Issue

Message from New Zealand's Prime Minister Rt Hon Helen Clark

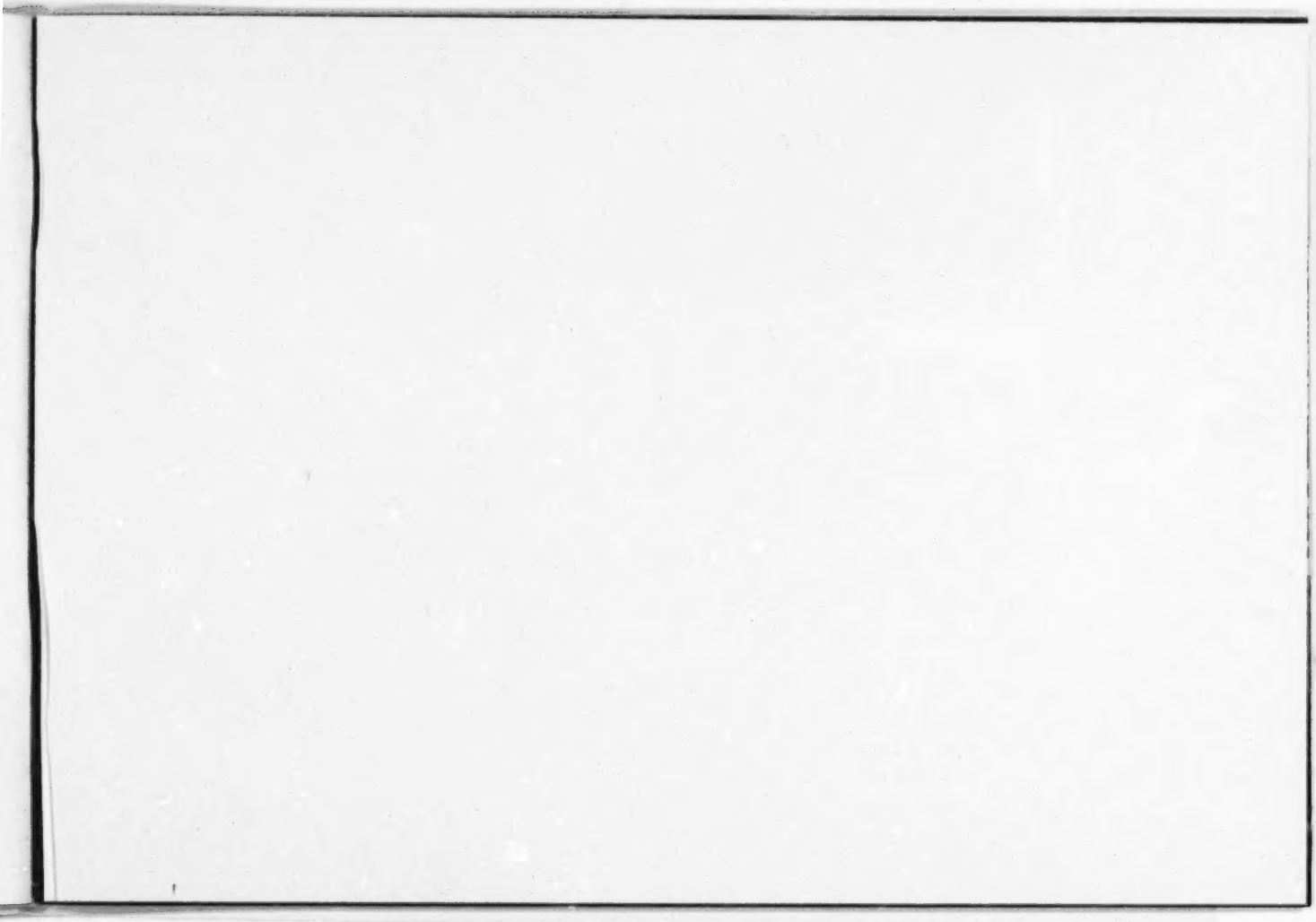
It was with great pleasure that New Zealand accepted the invitation to host World Environment Day 2008. Climate change is the single biggest environmental issue facing the world today and I am honoured New Zealand has been invited to host this year's event.

Droughts and floods, rising sea-levels, melting ice, degrading eco-systems, loss of biodiversity and other impacts of climate change pose the potential for problems on a global scale requiring nations to collaborate to develop solutions. Countries around the world are recognising their roles in finding creative ways to face up to unprecedented challenges.

New Zealand is very aware of its responsibility to act. We take pride in our clean, green identity as a nation and we are determined to take action to protect it. We appreciate that protecting the climate means behaviour change by each and every one of us.

In early 2007 I issued the challenge for New Zealand to become a truly sustainable nation and even to aspire to be carbon neutral. Our government has launched a comprehensive set of policies for sustainability, including an emissions trading scheme, energy strategies (including energy efficiency and conservation), and programmes to help householders and businesses become more sustainable. These are designed to meet the challenges and grasp the opportunities of climate change. During 2008 we will build on these.

Every year World Environment Day focuses us all on the critical importance of protecting our environment. It provides an opportunity to learn from the experience of others. My hope for World Environment Day 2008 is that it will motivate governments, businesses, and communities around the world to take the actions necessary to bring about lasting improvements, and by these actions ensure the ability of the planet to sustain future generations.

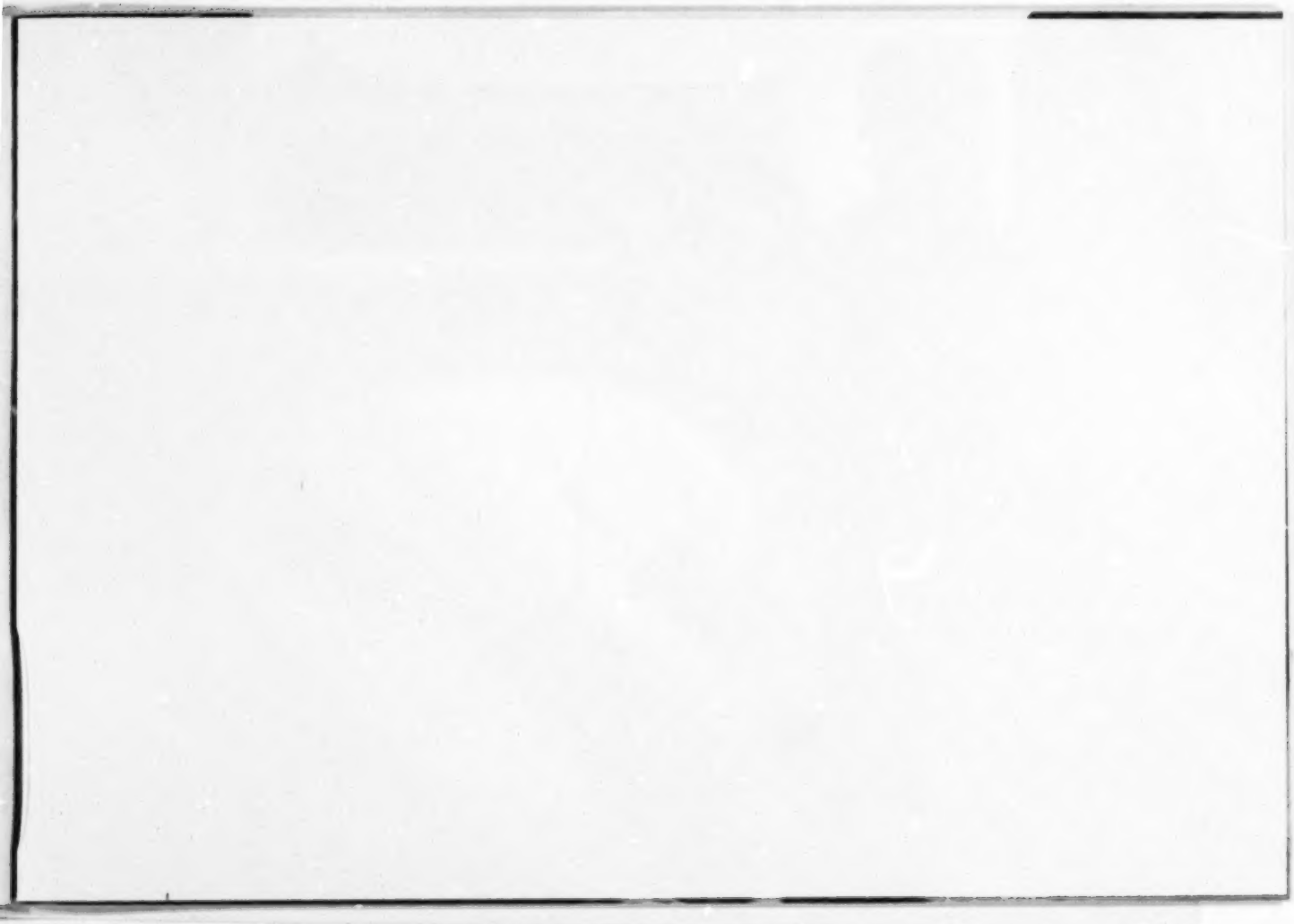


Message of Achim Steiner, Executive Director, United Nations Environment Programme

Kick-starting the Green Economy

World Environment Day (WED) 2008 uses the theme of Kick the $C0_2$ Habit to catalyze grassroots action on the challenge of this generation—climate change. It is more than a strong and catchy phrase. If we are to move the global economy to a greener and cleaner one, a sharp reduction in the inefficient use of fossil fuels allied to an increased up take of renewable energy must be at the centre of the international response.

There are also powerful arguments in favour of the making the transition 'Towards a Low Carbon Economy', with ever clearer evidence that this represents a huge opportunity rather than a burden. The Intergovernmental Panel on Climate Change (IPCC), established by UNEP and the World Meteorological Organisation, concludes that greening the global economy might cost as little as a few tenths of global GDP annually over the next 30 years. It will also be a driving force for innovation, new businesses and industries and employment opportunities across the developed and developing worlds.



There are already many encouraging signs. Earlier this year UNEP launched its climate neutral network (CN Net). Countries, including Costa Rica, Norway and New Zealand, our main host for the global WED celebrations in 2008, are among the early movers.These countries, alongside a growing number of corporations and cities, are demonstrating that reducing emissions and engaging in carbon markets brings not only environmental benefits, but social and economic ones too.

UNEP is also a part the CN Net initiative and part of a wider UN one that is working towards climate neutrality across the organization's buildings, missions and operations. It has the full support of Ban Ki-Moon, the UN Secretary-General, who has made climate change among his top priorities. During 2008, we will look to broaden participation in the CN Net to communities, non-governmental organizations, households and individuals.

There are other promising signals, driven by the existing emissions reductions treaty, the Kyoto Protocol, and the promise of even deeper emissions reductions on the near horizon.

- Close to 60 countries have targets for renewables, including 13 developing countries, while around 80 have market mechanisms in place to encourage renewable energy development.
- Over 20 per cent of new investment in renewable energy is in developing countries, with China, India and Brazil taking the lion's share with 9, 5 and 4 per cent respectively in 2006.
- Renewables now provide over 5 per cent of global generation and 18 per cent of new investment in power generation.
- The Clean Development Mechanism of the Kyoto Protocol in 2006 mobilized investment in renewables and energy efficiency projects worth close to $6 billion.
- Emissions trading, developing mostly as a result of the European Union's Trading Scheme, saw 362 million tonnes of CO_2 traded in 2005 worth around 7 billion Euros.
- UNEP, working with two Indian banks, has developed a household consumer credit market that has brought solar power to 100,000 people on the subcontinent. The initiative is now self-financing and set to be piloted elsewhere.
- The decision at the last climate convention meeting in Bali to include Reduced Emissions from Deforestation and Degradation (REDD) opens the door for forests to be more widely factored into efforts. The Government of Norway has announced it will provide $2.7 billion over the next five years as incentives for REDD.

Adaptation funds are also beginning to flow for 'climate proofing' economies. There is now an urgent need to secure significant additional funds to assist developing and least developed economies.

There is also a great deal of creativity being stimulated. A Solar Grand Plan for the United States that, by 2050, could supply almost 70 per cent of the country's electricity and 35 per cent of its energy needs has been proposed Surplus electricity from solar would be used to compress air which would be stored in aquifers, caverns and so on and used to turn turbines at night.

In America alone $40 billion worth of heat goes down the drain. A firm is making tiny pumps that extract the heat from warm washing-up water, to supplement a house's hot water supplies. Icelandic scientists are piloting a project to inject CO_2 into rock strata where it turns into limestone. In Kenya, researchers are isolating the enzymes termites use to convert woody wastes into sugars to put towards environmentally-friendly biofuel production.

So, WED 2008 does not come in a vacuum but is very much part of a global effort to de-carbonize societies that is touching and empowering all areas of private and public life. It is also a milestone along the Bali Road Map that is designed to guide the world to a decisive post-2012 emissions reduction regime by late 2009.

Last year's WED successfully used the theme Melting Ice: A Hot Topic? to catalyze grassroots action by millions of people in close to 100 countries around the world on the climate change challenge. On this special UN day, let us send a loud and clear message that the global public wants the transformational changes already underway to continue and to accelerate—that each and everyone wants personal, corporate and political action to "Kick the CO_2 Habit".

Protecting our Environment for Future Generations

Message of
Hon Trevor Mallard,
Minister for the Environment,
New Zealand

Like many countries around the world, New Zealanders are proud of their country. Although we are a relatively new country, we take environment matters seriously. We owe this largely to the emphasis we put on the outdoors and the way in which this underpins our way of life.

We are fortunate enough to live in a country that has fabulous mountains to climb, rivers to traverse and bush to explore. Our moderate weather encourages a range of outdoor activities that have become synonymous with life in New Zealand.

But climate change is challenging our current lifestyle and is forcing us to change the way we do things. Already we are experiencing the impacts of climate change in New Zealand with more severe and longer droughts in on the east coast of the North Island that are having a devastating impact on our farming communities; more violent storms that are affecting our coastline's landscape; and more flooding in parts of New Zealand.

The impacts of climate change affect our ecosystems, biodiversity, agriculture and marine life.

That is why we have put a climate change plan of action in place, to ensure our environment remains healthy and sustainable for future generations.

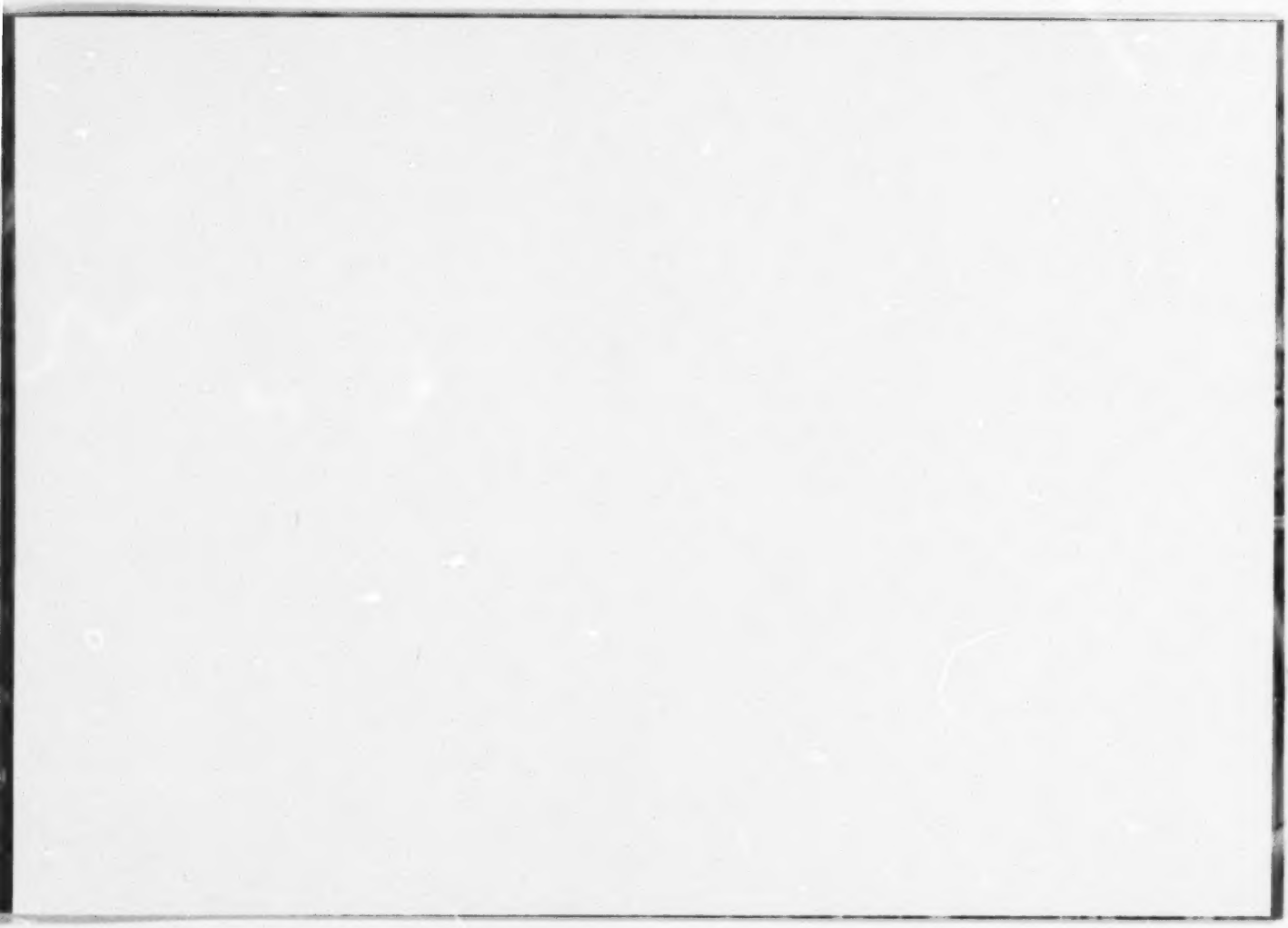
We are delighted to have been invited to host this year's event in Wellington, New Zealand and we will be doing our utmost to make sure it is a huge success across the world by engaging communities and enhancing political action.

Prime Minister Helen Clark announced in February 2007 her aim for New Zealand to be a truly sustainable nation. We have developed a strategy and plan of action that addresses the emissions of greenhouse gases across industry, business and in our homes.

World Environment Day is marked with a number of wide ranging activities that include United Nations Environment Programme's (UNEP) flagstone art exhibitions, photography exhibitions and children's painting competitions alongside host country activities and events.

Global activities in the past have included street rallies, bicycle parades, green concerts, school essay competitions, tree planning, recycling and clean up campaigns. For those interested in the science of climate change, there will be opportunities to engage at seminars, symposiums, workshops and conferences.

Enjoy your celebrations.



Twelve Steps to Help You **Kick the CO_2 Habit**

Whether you are an individual, an organization, a business or a government, there are a number of steps you can take to reduce your carbon emissions, the total of which is described as your carbon footprint. You may think you don't know where to begin, but by reading this, you have already begun.

1. Make a commitment

Reducing your carbon footprint is no different from any other task. Telling people you will reduce carbon emissions may seem simplistic, but even simple actions like announcing your commitment to going carbon neutral can be effective, while the simple act of asking for ideas can lead to creative and innovative solutions. Several countries have indicated in recent months that they will go carbon neutral, led by Costa Rica, New Zealand and Norway. The United Nations system itself, led by Secretary-General Ban ki-Moon, and guided by the UNEP-led Environment Management Group, is moving towards carbon neutrality. UNEP is also facilitating carbon neutrality in all sectors and all regions through its climate neutral network.

2. Assess where you stand

It is likely that carbon will eventually be judged as an atmospheric pollutant and regulated accordingly, with consequent costs—and opportunities—for all sectors of society. Knowing where and how you generate greenhouse gases is the first step to reducing them. For individuals and small businesses, online calculators and internal assessments can help start the process. Larger organisations may need specialised advice and tools, such as the new ISO 14064 standard for greenhouse gas accounting and verification, or the Greenhouse Gas Protocol, provided by the World Resources Institute and World Business Council for Sustainable Development, which is an accounting tool for government and business managers to understand, quantify, manage and report greenhouse gas emissions.

3. Decide and plan where you want to go

Based on your assessment of climate-related risks and opportunities, a strategy and action plan can be developed. Targets help focus efforts and also provide a benchmark for measuring success. Most homes or businesses can reduce energy use by 10 per cent—which almost always results in a 10 per cent reduction in greenhouse gas emissions—with a one year payback or less. A plan to reduce carbon emissions will first focus on the type of energy and the way it is used; for example electricity for buildings and fuel for transport. Reducing this energy can create instant savings. An effective tool is an energy audit. Many electric utilities and government energy offices now offer an audit as part of their efforts to reduce carbon emissions.

4. De-carbon your life

There is a broader way to think about carbon and climate. Everything an individual, organization, business or government does or uses embodies some form of carbon, either in products themselves or in the energy and materials it takes to make them. Buildings, fittings and equipment are all proxies for carbon; 'carbon copies' can be chosen based on the least amount of impact they will have on the climate. Integrating climate friendly criteria into decision making can trigger a ripple effect.

If consumers, manufacturers and lawmakers all think 'low carbon' and 'climate friendly' savings in carbon emissions will multiply. Take packaging as an example. US retail giant Wal-Mart worked with one of their toy suppliers to reduce packaging on just 16 items. The toy suppliers saved on packaging costs while Wal-Mart used 230 fewer shipping containers to distribute their products, saving about 356 barrels of oil and 1,300 trees. By broadening this initiative to 255 items, the company believes it can save 1,000 barrels of oil, 3,800 trees, and millions of dollars in transportation costs.

Another example: you can buy paper or wood products that adhere to internationally certified standards. The Forestry Stewardship Council (www.fsc.org), for example, is an international non-profit organisation promoting responsible management of the world's forests. The FSC trademark is increasingly recognised as an international standard for responsible forest management. More than 90 million hectares in more than 70 countries have been certified according to FSC standards while several thousand products are produced using FSC certified wood and carrying the FSC trademark. Switching to recycled or sustainably sourced paper can also lead to considerable savings, reducing both landfill use and carbon emissions. Using recycled paper can save 1.4 tonnes of CO_2 for every tonne of paper and cardboard.1

Other ways of reducing your carbon footprint include wasting less time and energy on travel. Cities can improve public transport options, companies can encourage low carbon habits (by ceasing to subsidize parking or investing in hybrid technology company vehicles), and individuals can car pool or use public transport. Sometimes simple actions can produce a shift. Secure bicycle storage and changing and shower facilities, for example, are often inexpensive compared to other parking structures but create a strong incentive for those who can commute by bicycle. In larger cities with adequate public transport, a monthly or yearly pass can be offered instead of parking facilities. Paris and Vienna, for example, offer a public bicycle system that reduces greenhouse gas emissions and traffic congestion.

5. Get energy efficient

Improving the efficiency of your buildings, computers, cars and products is the fastest and most lucrative way to save money, energy and carbon emissions. This does not mean going without. Energy efficiency is about increasing productivity but doing more with less. More efficient buildings, cars and products will a direct and lasting contribution to limiting carbon emissions. Conventional buildings can account for almost 40 per cent of CO_2 emissions. High performance, environmentally accountable, energy efficient and productive facilities are now economically possible.

Very simple measures can lead to immediate savings. Just turning off unused lights, motors, computers and heating can substantially reduce wasted energy—and money. Generally, laptop computers use less energy than desktop computers and LCD monitors use less energy than CRT screens. Also consider what to do with equipment when its useful life is finished. Some manufacturers offer take-back or recycling. Also look for energy efficiency standards. For appliances, the Energy Star rating is a way to describe efficiency. For many brands now, the highest energy efficiency rating does not cost any more than less efficient products. Originally from the United States, Energy Star is now applicable in Europe.

Think about your travel. Advanced web and video conferencing technology mean the time is rapidly approaching when the need to travel will be substantially diminished. A two-day trip to attend a meeting 1,000 km (600 miles) away can cost about US$2,000 per person when accommodation, travel and meals are included, while a video conference may cost as little as US$200. The savings are US$1,800 and about half a tonne of carbon. Telecommuting is also increasingly an option for many. A study by the Telework Coalition (www.telcoa.org) found that if 32 million Americans who could telecommute did so one day a week, they would drive 2 billion kilometres less, save 300 million litres of fuel and gain the equivalent of 32 million extra hours every week for leisure, family or work.

Lighting can account for 15-20 per cent of total electricity use. Converting coal at the power plant into incandescent light is only three per cent efficient. Compact fluorescent lights (CFLs) have evolved rapidly in the past decade. They now last between six and 15 years and reduce electricity use by a minimum of 75 per cent compared to a standard incandescent bulb. The advantages of CFLs and other high efficiency lighting have

1 The Waste & Resources Action Programme (www.wrap.org.uk/)

prompted legislation to ban incandescent bulbs. In 2007, Australia was the first country to mandate that no incandescent bulbs will be sold by 2012, a move that will reduce emissions by four million tonnes and cut power bills for lighting by up to 66 per cent.

6. Switch to low carbon energy

If possible, switch to energy sources that emit less carbon and can reduce costs and emissions. Generally, coal produces twice the emissions of gas, six times the amount of solar, 40 times the amount of wind and 200 times the amount from hydro. In many parts of the world customers can choose to have a percentage of their electricity supplied from a renewable energy source, such as a wind farm or landfill gas project. These 'green choice' programmes are maturing and proving to be a powerful stimulus for growth in renewable energy supply. Today, more than 50 per cent of all US consumers, for example, have an option to purchase some type of green power product.

Larger users can even build their own lower emission energy systems, using solar power or lower carbon technologies such as generators powered by natural gas. A Global Environment Facility project in eastern and southern Africa is promoting small scale hydro schemes in the tea industry and cogeneration using agricultural waste from the sugar industry to generate electricity for industry use and to feed into national grids. In the United Kingdom, the Body Shop bought a 25 per cent stake in a large modern wind generator to provide renewable energy for its UK operations. Other companies installing their own renewable energy plant include 3M, DuPont, General Motors, IBM, Johnson & Johnson and Staples.

At the small business or household level, tax breaks and incentives can make solar photovoltaic systems and other renewable energy technologies cost effective. Rooftop solar electric panels can provide energy over time, reduce electricity costs and provide a buffer against price fluctuations. UNEP is helping promote such schemes in southern India and North Africa.

The transport sector is responsible for 25 per cent of total energy consumption and greenhouse gas emissions, mainly from burning petrol and diesel. Various options exist for kicking the carbon habit. Hybrid engines that combine electricity and conventional petrol or diesel

engines can offer substantial fuel savings while reducing emissions. Vehicles can also run on a range of alternative fuels that can offer both cost and environmental benefits, although they also often require an additional investment that take some time to pay back. These include compressed natural gas (CNG), liquefied petroleum gas (LPG), liquefied natural gas (LNG) and biofuels.

Biodiesel and bioethanol are biofuels made from crops, such as wheat, soy, corn and sugar cane. They are often blended with petrol or diesel, and almost all vehicles can run on blends up to 10 per cent without modification. Specially enabled biofuel cars can run on higher blends, such as a mix of 85 per cent bioethanol and 15 per cent petrol. In many parts of the world, biofuels are becoming more popular and easier to find commercially and in various blends. For companies with automotive fleets, biofuels can be a cost-effective low-carbon alternative.

7. Invest in offsets and cleaner alternatives

There is a limit to how much efficiency you can squeeze from your lifestyle or your organisation's operations, or how much renewable energy you can employ. The choice for those who wish to compensate for their remaining emissions is to fund an activity by another party that reduces emissions. This is commonly called a 'carbon offset' or 'carbon credit'. The term carbon neutral includes the idea of neutralising emissions through supporting carbon savings elsewhere.

The average price for carbon offsets is US$15 per tonne, but costs range from US$5-50 per tonne. To purchase offsets, individuals or businesses pay an offset company to implement and manage projects that avoid, reduce or absorb greenhouse gases. Climate change is a global problem, so carbon reductions will have the same impact no matter where they are implemented. Carbon credits can be generated by emission-free energy generation, reduced demand, including energy efficiency, or sequestration in the form of underground and forestry storage.

According to one report, the highest quality offsets are generated from the flaring of methane from landfills, since methane is an even more potent greenhouse gas than CO_2. Green Gas International (www.greengas.net) is a company that generates carbon credits by converting waste gas to clean energy through partnerships with mines, landfills and biogas producers. The worldwide benefits of such projects include 125 megawatts (MW) of power, saving four million tonnes of CO_2.

8. Get efficient

Looking at your life or business through a carbon neutral lens can help you in other ways by increasing the efficiency of resource use, avoiding and reducing waste and ultimately improving your overall performance and reputation. Economists are fond of saying that there are no banknotes lying around because someone will have already picked them up. In climate change, there are still plenty of banknotes just waiting to be picked up. After all, carbon is generally the waste product of producing energy, and reducing waste and becoming more efficient is always a good idea. Integrate the 3R approach—reduce, reuse and recycle—into your thinking.

9. Offer—or buy—low carbon products and services

The market for climate friendly products and services is growing rapidly, from energy efficient products to new renewable energy systems. To offer such products, however, it's important to begin at the design stage. Actions as simple as adding energy efficient specifications into the design process, for example, can produce a design that minimises energy consumption during its use and saves customers the time and energy from making adjustments to a product after a purchase, (for example having to wrap water heaters with insulation blankets).

A more systematic approach comes from the field of 'design for sustainability', which includes life cycle design and environmentally

conscious design and manufacturing. This new approach considers environmental aspects at all stages of development to create products with the lowest environmental impact throughout the product life cycle. Ecodesign is an important strategy for small and medium sized companies both in developed and developing countries to improve the environmental performance of their products, reduce waste and improve their competitive position on the market.

10. Buy green, sell green

The market for green products and services is growing rapidly. In many countries consumer surveys report that growing numbers of consumers are willing to buy green products if given the choice. For businesses, innovative product design and presentation combined with responsible marketing and communications can help ensure that this consumer interest translates into purchasing. However, the market for green products remains underdeveloped because people still find it difficult to locate products or trust their environmental claims. Businesses can help consumers to be more climate friendly, from the online click for carbon offsetting on a tourism booking website to the label on a product at the local store.

11. Team up

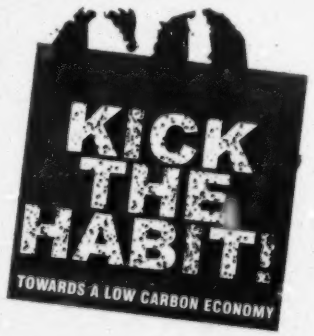
Many private sector companies are increasingly working with non-governmental organisations, cities or governments to identify and implement best practice solutions to reduce emissions. The Carbon Disclosure Project (www.cdproject.net), for example is an independent non-profit organisation providing information for institutional investors with a combined US$41 trillion of assets under management. On their behalf, CDP seeks information on the business risks and opportunities presented by climate change and greenhouse gas emissions data from more than 2,000 of the world's largest companies.

Similarly, local and national governments are seeking opportunities to partner with business on delivering low carbon solutions. In countries such as Canada, government institutions and power utilities supported the setting up of Energy Service Companies (ESCos). In the United States, the federal Environmental Protection Agency started the Energy Star program (www.energystar.gov) in 1992 as a voluntary partnership to reduce greenhouse gas emissions through increased energy efficiency. In 2006, American businesses and consumers saved US$14 billion on energy bills with the help of Energy Star saved and reduced greenhouse gas emissions equal to 25 million vehicles annually.

12. Talk

The increasing importance of climate change means that companies and organisations will need to communicate. Transparency is critical. The internet and other new media mean that companies, organisations and governments cannot hide behind greenwash. This is where tools for verification and reporting guidelines with recognised indicators are critical. One example is the Global Reporting Initiative (GRI) (www.globalreporting.org). Internal communications via intranets and company publications can report progress and acknowledge contributions by individual staff or teams. It's also important to let shareholders know. Reducing emissions, particularly by improving efficiency is a win-win situation that can also enhance a company's reputation. Consumers and investors alike are requesting information on a company's response to risks and opportunities related to climate change.

(The above text is an abridged and adapted version of an original piece produced by UNEP for the UNEP/ Sustainable Development International publication 'Climate Action' www.climateactionprogramme.org)



80 ways to CELEBRATE World Environment Day

the alphabet

A
Adopt a 'green' way of life
Art made of recycled materials
Auctions to benefit an environmental project
Award presentations for environmental competitions
Awareness campaigns

B
Bicycle parades/races
Broadcast of public service announcements (TV and Radio)
Buy a fuel-efficient car

C
Calculate your carbon footprint
Carpools
Celebrity support
Clean-up campaigns
Competitions (banner, drawing, essay, painting, poster, poetry)
Conferences on the environment

D
Debates on environment issues
Dedicate your blog to World Environment Day on 5 June
Distribute leaflets, brochures and posters
Donate to an environmental cause

E
Environmental education programmes in schools
Excursions to nature sites
Exhibitions (drawings, posters, photos, paintings)

F
Fairs
Festivals
Film festivals on the environment

G
Give a gift membership of an environmental organisation
Guidelines to community-based environmental activities

H
Hoist banners at major road intersections
Help local environmental groups organise WED events

I
Inform all your friends about WED
Involve various partners (NGOs, ministries, youth groups, celebrities, private sector)
Issue First Day Covers (stamps)

J
Join an environmental group
Join UNEP's carbon neutral network

K
Keep your neighbourhood clean
Kick-start an environmental campaign
Kick the CO_2 habit!
Know your rights

L
Launch of government environment policies, books, reports
Lobby local authorities to adopt sound environmental policies

M
March for the environment
Media coverage and activities

N
Never litter

O
Offset your emissions
Organic farming/cooking
Organize a WED themed event in your neighbourhood

P
Parades
Performances (plays, songs, poetry)
Plant a tree
Plastic bags: avoid them!
Promotional material (t-shirts, stickers, bookmarks)
Puppet shows for children with an environmental message

Q
Quizzes about carbon emissions for schools, youth groups, company staff, etc

R
Rainwater harvesting
Rallies
Ratify international environmental conventions
Reduce, re-use, recycle
Rehabilitate natural habitats
Replace your light-bulbs with energy saving ones

S
Save paper
Seminars
Sort rubbish
Speeches
Sponsorship from private sector
Sports activities
Switch off stand-by TV and computer

T
Take action
T-shirts for WED

U
Use sustainable transport (walking, jogging, cycling)

V
Vehicle emission monitoring
Vermicomposting
Visits to botanical gardens and national parks
Volunteer for organizations such as Clean Up the World

W
Waste less!
Workshops
Write plays, poems, songs
Write letters to civic leaders, members of parliament, government and newspapers

X
Xchange ideas
Xpect environmental responsibility

Y
Youth-led activities

Z
Zero emissions

INSPIRING EXAMPLES

World Environment Day can be celebrated in many ways. The following are a selection of inspiring examples of how World Environment Day was celebrated in 2004 with the theme/slogan: *Wanted! Seas and Oceans – Dead or Alive?;* in 2005 with the theme/slogan: *Green Cities: Plan for the Planet!;* in 2006 *Deserts and Desertification: Don't Desert Drylands!* and in 2007 *Melting ice -a hot topic?*

AFRICA

ALGERIA

Algiers

In 2006, with the theme deserts and desertification, the choice of Algeria as the host of the main international World Environment Day celebrations, was most appropriate.

Algeria

One of the many events was a workshop in Ghardaia - a 2,000-year-old city in the Sahara desert. The workshop brought together experts who produced a call to action on the fight against desertification, which, in turn, led to the drafting of a charter on the world's deserts. In Algiers, the UNEP publication *Global Desert Outlook* was launched. The report highlights the fragileness of desert environments and the pressure they face from forces such as climate change and human activity. UNEP used the occasion to launch a publication on tourism and the deserts. The President of Algeria graced the main event where he delivered a speech on the Day's theme and presented prizes to the winners of UNEP's Children's Painting Competition and to the Algerian journalist who wrote the best articles on the WED theme. In the City centre the public celebrated the Day with a parade, marching bands, flower girls and a hot air balloon which carried the WED slogan *Don't Desert Drylands!*

BENIN

Cotonou

The Agency of Young Reporters of Environment and Health in Benin (AYOREB) organized a youth-led march to disseminate information about the need to protect the environment on the occasion of World Environment Day 2004. This event was followed by a live debate/conference on the state of the environment in Benin today and the expectations of the youth.

BURUNDI
Bujumbura
In 2004, the Ministry of Environment organized week-long festivities to celebrate World Environment Day throughout the country. From 4 to 11 June, the people of Burundi were sensitized to the need to protect their country's natural resources, while decision-makers were urged to take the environment into account when planning for development and post-war reconstruction. The activities held during Environment Week covered a variety of topics, including a competition between youth environmental clubs, workshops, clean-up campaigns and the naming of environmental journalist of the year. They also addressed deforestation, wildfires and land degradation.

CAMEROON
Yaounde
On the occasion of World Environment Day 2007, The Commonwealth Student Union (COMSU) from the University of Yaounde II Soa planted trees on the campus as a move to reduce climate change and its effects. They also had drama performances to highlight the impacts of environmental changes, and they crowned Miss Environment 2007 who will be the university's good will ambassador on environmental issues.

EGYPT
Cairo
The lavish Azhar Park, created where Cairo's largest waste dump used to stand, was the venue for World Environment Day's celebrations in the Egyptian capital in 2007. Wadi Environmental Science Center (WESC) in partnership with the British Council organized an environmental awareness festival in the park. Exhibitions showcased the work of students from all over Egypt, who participated in WESC's environmental contests throughout the year. The exhibits included recycled toys, drawings, songs, films and go karts. The event also provided an arena for Egyptian environmental NGOs to network through discussion panels. Over 3,000 people attended.

Egypt

ETHIOPIA
Addis Ababa
In 2006, Ethiopia maintained its tradition of celebrating World Environment Day at the national level. The event was liberally dotted with white T-shirts and caps emblazoned with the WED logo and the names of the sponsors, Coca-Cola, National Motors Company and UNEP, to name a few. At the venue, school children sang and participated in skits highlighting the negative effects of desertification and the importance of halting this widespread phenomenon. Following this, participants were invited to plant indigenous trees

in the school compound where the celebration took place. In the afternoon there was a WED ceremony at the National Palace, home of H.E. President Girma Woldegiorgis.

GHANA

Accra

In 2004, Earth Service, an environmental NGO in Ghana launched UNEP's Plant for the Planet campaign. Some 1,500 people participated in the event including children from various schools, representatives of UN agencies, e.g. the United Nations Development Programme (UNDP), the Food and Agricultural Organization (FAO), the United Nations Information Centre (UNIC), the United Nations Population Fund (UNFPA), government ministries, corporations and the media as well as a number of NGOs.

KENYA

Nairobi

World Environment Day in Nairobi is usually marked by a variety of outdoors lively events on the UN compound, at schools and universities, in local communities, and major roundabouts, to name a few. In 2007, the Friends of Nairobi Arboretum (FONA) celebrated World Environment Day simultaneously with the commemoration of the Arboretum's 100th year anniversary. Various activities marked the event including live music and dance performances, activities for children, food and drink stalls, organic farmers market, an environmental fair, a film tent showing *An Inconvenient Truth* and other documentaries, and a melting ice sculpture. There was also a *Tree Relay Run* where corporate and private teams competed at being the fastest and most original team. Another event took place at the French Cultural Center, Alliance Francaise, which hosted the *Climat Change Orchetra*. This was a unique free-entrance concert where musicians, dancers and poets dedicated their inspiration to the World Environment Day celebrations.

Kenya

Kenya

Naivasha
The municipal council of Naivasha, in collaboration with Barclays bank, held in 2006 a clean up exercise on 3 June in three residential areas and in the town center. The day was used to demonstrate how the mismanagement of plastic waste contributes to desertification and hence the need to have a more integrated approach for plastic waste management.

Oyugis
To mark World Environment Day 2007, the Nyanduma School staged a play called the Drops of Life. The aim of the play is to advocate for cooperation in environmental protection through tree planting initiatives all over the world.

LIBERIA
Monrovia
The Environment Theme Group of Liberia, under the direction of the Environmental Protection Agency (EPA) and the support of UNEP, UNDP and UNMIL, led the 2005 celebrations in the capital Monrovia with the theme: Green Cities – Plan for the Planet! A Liberian National Police band led a march of approximately 150 World Environment Day banner-wielding EPA staff and students through the streets of the capital. The march culminated at City Hall with the delivery of remarks by the EPA, the UN, academia and NGOs. UNHCR adopted the theme Green your camps: Improve Natural Resource Management whereby major stakeholders planted trees in a transit camp.

MADAGASCAR
Ambatondrazaka
Madagascar hosted the regional celebrations for World Environment Day 2007. This was in recognition of this country's commendable efforts in environmental management and particularly in preserving its unique, abundant and endemic biodiversity. The choice of Madagascar was also consistent with the theme for this year: Melting

Madagascar

Madagascar

Ice – a Hot Topic? as islands are among the countries that would suffer most from the impacts of climate change. UNEP supported the organization of weeklong activities, such as exhibitions, environmental walk, speeches and conferences on climate change, and street parades.

MOROCCO

Fes

The NGO, Association Moultaka des Jeunes pour le développement (AMJD), organized a training on the theme of water in 2006. Participants came from each of the 60 branches of the Association. In Fés, in the context of Word Environment Day, the Association also organized a workshop to sensitize the public about the problems of water.

MOZAMBIQUE

Maputo

Environment Minister Luciano de Castro celebrated World Environment Day 2005 by inaugurating a landfill for the disposal of industrial waste at Mavoco in Boane District – 20 km from Maputo. The facility covers 50 hectares, and six will be used in the initial stage. The landfill is owned by the state, through the National Environment Fund (FUNAB), but it was paid for by the aluminium smeltery MOZAL. The landfill can process 3,500 tonnes of industrial waste a month. The disposal of waste from industries in Maputo, Matola and Boane is thus solved for at least the next five years.

NAMIBIA

Windhoek

Environment and Tourism Deputy Minister Leon Jooste announced at the World Environment Day 2005 celebrations that his Ministry, the City of Windhoek and the Namibia Chamber of Commerce and Industry had initiated an environmental management planning programme for the capital. He also announced that the Ministry was finalizing the Pollution and Waste Management Bill and associated regulations. These laws would make environmental assessment mandatory in all developments, including construction projects in towns.

SOMALIA

Mogadishu

The Somali Human Rights Association (SOHRA) marked World Environment Day 2007 by cleaning up the waste and garbage on the streets of Mogadishu. The association also planted trees in Afgooye District, where there is a lot of deforestation.

SOUTH AFRICA

Cape town

In 2006, the City of Cape Town organized its 8th Youth Environmental School (YES) programme, with the theme local solutions for global challenges. Some 60 organizations presented 73 different activities across the city, as part of the programme that was open to all primary schools and free of charge. More than 30,000 students from 140 schools benefited from the programme this year. Then, on 10 June, YES hosted an eco-schools workshop that was attended by some 150 teachers and service providers. Through environmental education, Cape Town's YES aims to form partnerships towards conserving, protecting, nurturing and caring for the environment and invoke in young people a sense of pride and responsibility that promotes environmentally sustainable lifestyles, behavior and actions.

South Africa

Gauteng

Gautrain, Africa's first world-class, modern rapid rail network for Gauteng Province, displayed in 2007 an art exhibition with a theme borrowed from Cheryl Gage, a community artist: The Wolf in the Forest. Cheryl said of the exhibition "This tells my story of being an alien or outcast due to my history. The debate of indigenous versus alien sets the scene for my visual narrative."

An environmental management plan monitors Gautrain's construction impact on natural resources and urban infrastructure. Construction for Gautrain's stations comes with felling of trees, many of which are non-indigenous. For each of the trees removed, the Gautrain project team will plant three indigenous trees in areas specified by Johannesburg City Parks.

Umzinto

More than 6,000 children were involved in speeches and discussions in 12 primary schools in June 2005, under the theme "Green Cities: Plan for the future". The South African slogan was: "Our Environment Belongs to All Who Live in It". The campaign aimed to empower youth and children, and raise awareness of environmental rights, as contained in the Bill of Rights of the South African Constitution.

South Africa

TOGO

Lome

In 2004, the National Consumers and Environmental Alliance of Togo, a network of 13 NGOs, organized a meeting, which touched on issues affecting oceans and seas by the region's largest industrial companies as well as the agricultural overuse of chemical fertilizers in coastal regions and near rivers. The meeting called on the government and the public to take appropriate action to protect marine ecosystems. On 5 June, more than 4,000 people marched through the main streets of the capital. The hour-long march helped draw the country's attention to the growing risks to seas and oceans and the need to adopt urgent measures to protect them.

ASIA AND THE PACIFIC

AUSTRALIA
Melbourne
Parks Victoria and the National Gallery of Victoria have joined forces to create an environmental trail entitled "the Altered Land", with artworks from the permanent collection of Australian art. The trail highlighted environmental issues and explored the ways in which artists have captured the changing Australian landscape. Approximately fifty works of art were included in the trail, many of them depicting national park sites within Victoria. This important collaborative project was launched on 5 June 2005, at the Ian Potter Centre at Federation Square, Melbourne.

Perth
Australian Orangutan Project, an organization working for the protection of orang-utans, a highly endangered species, celebrated World Environment Day 2007 with a launch of a special fundraising drive, OrangeAid 2007, to gather funds to support projects helping orang-utan habitat restoration and rehabilitation.

Sydney
On the occasion of World Environment Day 2007, Clean Up the World, a non-profit, non-government, apolitical organization that unites communities with a common focus to clean up the world, invited its member organizations around the globe to conduct environmental activities with a focus on climate change. Activities such as cleaning up local parks and waterways, planting trees, conducting walk-to-school or work days and organizing environmental education exercises were undertaken.
Clean Up the World, held in conjunction with the United Nations Environment Programme, mobilizes an estimated 35 million volunteers from more than 120 countries annually making it one of the largest community based environmental campaigns in the world.

Australia

BANGLADESH
Dhaka
In 2006, the Department of Environment organized an environmental Fair at the Bangladesh-China Friendship Conference Center in which government, NGOs and educational institutions took part, and a three-day national seminar and discussion on 5-7 June. Also organized were a children's painting competition on 16 May at Shishu Children's Academy; a rally and procession on 4 June in which thousands of men, women, and children, boy scouts and girl guides and environment protection campaigners participated; an essay competition on the theme: Don't Desert Drylands!; the production of souvenirs and stickers in the six divisions and 64 districts of Bangladesh to create awareness on the environment.

CHINA

Shenyang

To commemorate WED 2006, the Hangkong University conducted an international conference/training for researchers, technicians and administrators to present the results of the pilot project on Resource Recovery of Bioorganic Waste - RRU-BMW to produce clean energy (biogas) and clean compost from 3000 t of organic waste daily from the Megacity Shenyang. The compost could be used for fighting desertification 120 km north-west of Shenyang at the border of Inner Mongolia.

Shen Zhen

Hitachi Global Storage Technologies hosted in 2005 a celebration entitled "Green City, Green Home", at Shenzhen Red Forest Eco-Park. Activities included: a clean-up of the park from the waste left by tourists, an environmental quiz, and a picture exhibition.

India

INDIA

Dehradun

On the occasion of World Environment Day 2007, Wildlife Institute of India in collaboration with the Eco Task Force (127 Infantry Division of the Indian Army) organized a variety of activities in villages and schools around the Aglar Watershed area in Mussoorie. The activities included talks, film shows and a puppet show, focused on the day's theme: forestation and climate change. Since the Eco task Force was celebrating its silver jubilee, this event was a curtain raiser for the celebrations.

Hyderabad

Take a photo! The contest organized by the Institute of Chartered Financial Analysts of India University to mark World Environment Day 2007 had participants taking pictures with a camera, mobile phone or any photo capturing device. The entries, accompanied by a slogan in relevance to environmental issues, were put on display for public viewing on 5 and 6 June, while winners received an award.

Maharashtra

For the 9th consecutive year, the National Safety Council of India (NSCI) promoted in 2007 the celebrations of World Environment Day among its members, more than 6500 of them comprising industrial and business establishments, institutions, trade union organizations, as well as its 16 State Chapters and 30 Action Centers located across India. The NSCI produced environmental awareness material related to climate change, such as a cloth banner with the World Environment

India

Day theme: Melting Ice - A Hot Topic?, and colored posters with the caption Protect Your Planet – Control Global Warming. An information kit explaining the significance and objective of WED, various ways of celebrating it and a list of environmental legislations in India, and pocket guides on carbon emission trading, non-conventional energy saving sources and sustainability reporting guidelines were also distributed.

New Delhi

Trees for Delhi, a coalition of individuals and organizations working to preserve roadside trees and other green areas of New Delhi, organized in 2007 a public event which drew attention to the proposal to construct squash and badminton courts in the area for the Commonwealth Games in 2010, risking the loss of around 500 trees. It also highlighted the ongoing construction to cover a natural water channel adjoining the auditorium most likely for road widening which would lead to more trees being cut. The event pressed its demand for a mandatory 3 m tree line on either side of the road to preserve the roadside trees for now and future. Other events included a public petition for the previous, mural and graffiti painting, and Music.

IRAN

Tehran

In 2005, the United Nations Information Center, in cooperation with the NGO Green Front of Iran and Mellel (Nations) Cultural Centre, held a ceremony and panel discussion on green cities. Some 70 participants attended the event. UNDP programme officer Mr. Saeid Ferdowsi and two environmentalists participated in the panel discussion. In addition, as a side event, a one-day poster and picture exhibition was held at the Cultural Centre.

KYRGYZSTAN

Bishkek

The United Nations Development Programme Country Office in Kyrgyzstan and Information Network CARNet used a new Internet-based method to promote ecological issues on the occasion of World Environment Day 2006. On 5 June, an exhibition of environmental caricatures and paintings, by the leading ecology expert in Central Asia and professor of geographic science, Dr. Emil Djaparovich Shukurov, was launched at UN House. Due to the great interest shown in this exhibition, CARNet network and portal www.caresd.net organized an Internet version of the exhibition, thus giving a wider audience an opportunity to see these unique works. CARNet staff, in close collaboration with various artists, carefully scanned and sorted out all the graphic materials and then exhibited them on their Internet portal. This initiative was undertaken at the same time as the exhibit opened. Cartoons presented at the exhibit highlighted

environmental issues, as well as the interlinkages between donor organizations, NGOs and state bodies. Shukurov, also Head of the central asian environmental NGO, managed to illustrate diversity and the correlation between the environment and human activity.

MALAYSIA

Ipoh

Reduce, Reuse, Recycle. The 3R practices were the focus of the first ever green campaign held in Ipoh city, in the Ipoh Parade Shopping Centre, from 5 to 7 June 2007. It aimed at promoting active citizen participation in caring for our environment, by creating awareness of environmental sustainability and promoting daily 3Rs.

Malaysia

Penang

In 2004, the World Fish Centre organized an awareness programme for its staff. Posters were placed in strategic locations in the office complex and articles about the year's theme, Wanted! Seas and Oceans - Dead or Alive? were circulated. A special staff meeting was organized and staff members were treated to a short video on the state of the oceans. This led to discussions on how staff can help protect the environment.

MONGOLIA

Ulaanbaatar

In 2005, the Mongolian Nature and Environment Consortium established a community-based tree nursery in Uliastain. The nurseries were placed in areas that will be able to provide sustainable seedlings for the next 10-20 years and with the aim of greening the Uliastain area in the next five years. The Mongolian Nature and Environment Consortium provided technical and professional support to community members to fulfill the objectives.

NEW ZEALAND

In 2004, International Waters called for deep sea protection from the Greenpeace flagship, Rainbow Warrior II, by urging the population not to put life in the deep sea out of mind, because it was out of sight. Rainbow Warrior left Auckland for waters around New Zealand to investigate and document bottom trawl fishing practices. It was part of an international campaign to protect deep sea life from the impacts of bottom trawling.

Tauranga
Ballance Agri- Nutrients, New Zealand's leading fertiliser manufacturer and distributor, organized an elaborate programme to mark the celebrations of World Environment Day 2007. The employees received information on the day's theme and were asked to select an appropriate animal, for example a polar bear, and give an environmental justification of why that animal should be protected. The best justification from each site was selected and that animal was adopted by that Ballance site either at the Auckland Zoo or Orana Wildlife Park. Information on the animals was then sent out to all employees and incentives were given to employees who put in submissions, for example free passes to the zoo. Ballance Agri- Nutrients also held a BBQ at each site and employees were asked to provide environmental improvement suggestions for company.

Wellington
In 2006, Stop Child Poverty Campaign planted trees at the local facilities for underprivileged and at risk children. This action benefited the children directly as it beautified their environment.

PAKISTAN
Islamabad
In 2005, Gogi Studios published the book The Garbage Monster on the theme of environment protection and cleanliness. The book, authored by the famous Pakistani cartoonist, Nigar Nazar, was colorfully illustrated and included a board game based on the Do's and Don'ts of maintaining a healthy and clean environment. Translated in Urdu and printed by the Ministry of Environment, it was distributed to children in different provinces.

Karachi
On 4 June 2004, the Society for Environment of Pakistan, a newly established non-profit organization, organized with the Environment Protection Agency and the Government of Sindh, a seminar at the Arts Council based on the theme Wanted! Seas and Oceans - Dead or Alive?

Pakistan

PAPUA NEW GUINEA
Southern Highlands Province and Gulf Province
To promote World Environment Day 2006, the WWF Kikori Programme organized a number of activities. These include: awareness patrols to villages, market areas and schools; tree planting at areas around Lake Kutubu that have sparse vegetation; and theatre performance by local group based on the theme Deserts and desertification.

SOUTH KOREA
Seoul
South Korean designer, Lee Kyoungjae, and his label Eco-dress for Earth participated in World Environment Day 2007 by holding an exhibition that showcased Eco-Wedding Dresses. The dresses are made from 100% bio-degradable natural corn starch and can be degraded by micro-organisms within 4 weeks and, in turn, become natural nutriment. The exhibition promoted concepts of eco-friendly design to protect nature.

SRI LANKA
Galle, Southern Province
In 2004, Rainforest Rescue International launched an awareness programme for 10 selected schools in Galle and Matara districts. The initiative was part of a national programme coordinated by the Ministry of Environment and Natural Resources and the participation of the relevant Municipal Councils of the two districts, which are the main coastal towns in the country. The main event took place at the Town Hall on 5 June and was followed by a tree planting. A beach clean-up was organized by the Matara Municipal Council, the University of Ruhuna and various environmental organizations. The film Biodiversity and the Sea, screened at the main bus station, attracted more than 1,000 participants.

Sri Lanka

TAHITI
In 2004, the Ministry of the Environment of French Polynesia organized a variety of events, including radio public service announcements, a film screening and a poster competition. Environmental associations and young people from the federation for non-denominational charities participated in the unveiling of billboards aimed at building awareness about the need to protect Panenoo Valley.

The programme "Ambassadors for the Environment," launched on the ocean-liner Paul Gauguin, ran from June to August, and used the knowledge of trainers from Jean-Yves Cousteau's Ocean Futures Society to educate children on the need to protect the rich resources of the ocean. The "Saga Vanille" campaign, geared towards less advantaged children, was also associated with the programme. Open-days were also organized at various diving clubs around the islands, so as to raise awareness amongst vacationers to the need to protect marine and lagoon ecosystems.

VIETNAM

Ho Chi Minh City

To celebrate World Environment Day 2006, the International Rice Research Institute (IRRI) together with the Ministry of Agriculture, and the Voice of Ho Chi Minh have produced an environmental radio soap opera for rural Vietnam that was launched in Hanoi by the Minister of Agriculture. This was followed by a site launch in Can Tho city. The drama series is broadcasted on the Voice of Ho Chi Minh twice a week for a year. It incorporates environmental issues using education-entertainment methods. This project is supported by the World Bank Development Marketplace Award 2005.

EUROPE

AUSTRIA

Graz

The Hospital of the City of Graz (LKH) celebrated World Environment Day for the first time in 2007. Visitors were invited to walk down a virtual path of the Sun, where several attractions on the use of solar energy were displayed. They were able to see a solar thermal power for the indoor pool for children's rehabilitation and a solar voltaic to charge a battery of accumulators for electric powered motorbikes that will replace cars for documents transportation within the area. The public was also invited to try a solar powered ear chair telling those who sit in it legends about the sun from all over the world, as well as to visit a bookshop focused on the sun and solar energy and an art room with children's solar graphics and paintings. The attractions also included two tents where children were able to experiment with solar generated voltage, while parents listened to a solar power consultant and, every two hours, a speech by professors from the nearby university about the topic of the day The Sun.

Austria

Vienna

In 2007, the Office of the Coordinator of the Organization of Security and Cooperation in Europe (OSCE) Economic and Environmental Activities, located in Vienna, organized for the permanent representatives of its 56 participating states a visit to the European centre of renewable energy in the city of Güssing, Austria. The City Council of Güssing decided in 1990 to phase out fossil energy and to move towards renewable and sustainable energy supply. Güssing became famous for its "energy-autarchy", based 100 % on renewable energy. The city represents an ideal showcase on how to address environmental threats caused by fossil energies and how feasible, cost-effective and economically sound technologies can lead to a successful and sustainable global concept, based on the interaction among partners and the local community. The daytrip included a visit to a biomass plant, a photovoltaic plant and a school for solar energy.

BELGIUM

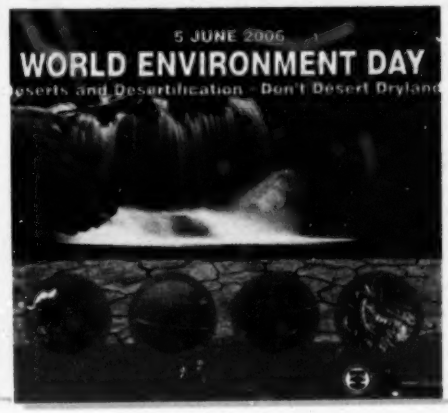
Brussels

In 2004, Green Week, organized by the European Commission (EC) and the Director-General (DG) of the Environment, took place on 1-4 June. The EC and the DG announced the launch of the new "Clean Marine Award", which was presented for the first time. The awards, in keeping with the theme seas and oceans, were announced in the European Commission's Communication on a European Union strategy to reduce atmospheric emissions from seagoing ships. The objective is to give positive publicity to environmentally responsible

shipping, specifically low-emission initiatives and to disseminate best practice. The Commission plans to celebrate these ceremonies on a biannual basis, through high profile events.

BULGARIA
Sliven
To mark World Environment Day 2006, SOS Health, a Bulgarina NGO, organized a number of activities that involved children and youth from different schools and the Friends of the Environment Centre. These activities comprised making posters, painting, photography, web design and drawing exhibitions, as well as essay, poem, slogan, greeting card and collage competitions.

CYPRUS
Nicosia
In 2006, UNDP's initiative on the island, Action for Cooperation and Trust (ACT), participated in an environmental stakeholder fair entitled Ecoforum 2006. The Fair featured a series of lectures on desertification and on the environmental principles of the global compact, an exhibition of NGO environmental projects supported by UNDP-ACT and workshops for environmental businesses and environmental NGOs. In parallel, they are providing small grants for four-month environmental projects, such as the Olive Tree Rescue project and the Management of Artificial Wetlands project.



CZECH REPUBLIC
Prague
For the first time in Prague, a large-scale environmental event EKOFESTIVAL was organized to celebrate World Environment Day 2007. The festival was co-organized by Green Circle, member of the UNEP National Committee, and the Czech Environmental Information Agency, under the theme 'sustainable consumption'. It brought together around twenty environmental groups which provided information and services related to the theme. Environmental labelling, Fair Trade and organic products were the main topics discussed and presented. The participants also had an opportunity to enjoy several thematic games and live folk music.

FINLAND
Joensuu
In 2006, the Environment Online Programme celebrated by planting trees, playing their self-made wooden musical instruments and flying kites. This was organized at ENO schools in 75 countries. Groups were invited to register their tree planting event and join the celebrations. These activities marked the end of the school year 2005-2006.

Helsinki
In 2006, the UN Association of Finland created a website on the WED theme of deserts and desertification. The site targeted Finnish students and their teachers.

FRANCE
Paris
In January 2005, Veolia Environnement, an environmental services company, launched an international awareness campaign, entitled Streamers Around The World, around the theme "The environment,

it's my nature... and my health". The campaign involved classes in 20 countries/regions. Primary schools children, aged between 9 and 11, designed their "streamers" symbolizing environmental protection, and wrote a short text explaining the thinking behind it. For World Environment Day, all the countries that have participated in the campaign organized simultaneous activities, including streamer expositions in schools, city halls, museum, and in operational sites managed by Veolia Environment. In France, the streamers were displayed at the Jardin du Luxembourg of the French Senate and workshops for children were conducted by professionals.

In 2004, the City Council of Paris put an announcement on 177 electronic panels throughout the City from 26 May to 5 June. In addition, 100 World Environment Day posters were displayed in city halls and public libraries.

GEORGIA
Tbilisi
In 2005, the association Green Way launched a project entitled "Earth Festival" which included a Forum on the Day; the establishment of a "Green Fund"; the launch of a Small Grant Competition; and activities to benefit charities. The Forum involved environmental NGO representatives, legislative and executive bodies, the business sector, donors and the diplomatic corps. During the Forum, invitees were given an opportunity to promote their activities and achievements and to highlight the problems that they are facing and to illustrate possible solutions.

GERMANY
Hamburg
In 2004, the United World Philharmonic Youth Orchestra launched on its web site a seven-minute video-clip. The orchestra played the second movement Jeux de Vagues of Claude Debussy's La mer, which was synchronized with images of seas and oceans.

GREECE
Athens
In 2006, the Hellenic Tennis Federation (HTF) organized a junior tennis tournament entitled The Green Tennis Tournament. The event took place in all tennis clubs in Greece and involved young people between 8 and 18 years of age. In every category, there was an 'Environment 2006' winner. In support of the HTF program 'Poverty and Environment', every player gave two pounds for a child in a developing country that had been adopted by a school or family in his/her area.

ICELAND
Reykjavik
The Landvernd, Icelandic Environment Association, awarded the Blue Flag to Nauthólsvík beach in Reykjavik in 2005. On this occasion, Global Action Plan (GAP) for the Earth, one of Landvernd's international programmes, organized a bicycle parade from Reykjavík harbor to Nauthólsvík beach, under the slogan "A Bicycle-Friendly City".

ITALY
Rimini
In 2006, Ambiente Club with the Common of Bellaria — Igea Marina organized a film festival prize Environment-Sail as part of the Bellaria-Igea Marina Film Festival on 1 to 5 June. The Festival, in its 24th year, established a new prize dedicated to the environment. The winner is chosen from all the documentaries and films about the environment submitted for consideration.

NORWAY
Oslo
The Nobel Peace Center hosted in 2007 Envisioning Change, an exhibition featuring works of art from 40 artists representing 25 countries, organized by Natural World Museum (NWM) in partnership

Norway

with UNEP. This exhibit, sponsored by Autodesk, a world leader in 2D and 3D design software, was launched during a VIP reception, followed by an outdoor concert and speeches by environmental celebrities, featuring Nobel Peace Prize Laureate, Wangari Maathai. Each year for WED, as part of the ongoing Art for the Environment initiative, NWM and UNEP present an exhibit designed to utilize the universal language of art as a catalyst to unite people in action and thought and to empower individuals, communities, and leaders to focus on environmental values across social, economic, and political realms. In 2007, the theme of Climate Change was addressed from a global perspective - the melting and thawing of ice, snow and permafrost are environment-altering changes taking place around the world - from the Andes to the Himalayas to the melting ice caps of the Poles.

Stavanger

In 2006, environmentalists joined forces with entertainers and set up a family day at the amusement park Kongeparken (The King's Park), nearby Stavanger. There was a show, exhibits and a variety of activities concerning desertification, clean drinking water, recycling and other environmental issues. The event was co-organized by the Young Agenda 21 foundation, Kongeparken and the Norwegian UNEP Committee.

Tromso

The city of Tromso hosted the main celebrations of World Environment Day 2007. The city has the world's northernmost university and the Norwegian Polar Institute, both of which are key players in the research arena. Several events were organized during the first week of June, and they included: street celebrations, international conference, publications and a youth film festival.

Romania

PORTUGAL
Amadora
To mark World Environment Day 2007, students from the secondary school D. João V, built paper wind-mills with messages about environmental problems and attended a workshop on re-use of paper and plastic. They also produced booklets to be handed out in the community, containing do's and dont's to help the planet.

ROMANIA
Neamt
400 children, from the pre-school to high-school, did a 1 km walk on 5 June 2007 to celebrate World Environment Day. Car circulation was stopped during the walk that ended in the front of the Environment Protection Agency. An award ceremony was held there for the painting and essay contests with the theme of climate change.

SWITZERLAND
Geneva
Several activities were organized in Geneva to mark World Environment Day 2005. UNEP flags were displayed on the city's Pont du Mont-Blanc throughout the week leading up to 5 June. A roundtable focused on the theme Green Cities was also held at the International Environment and was attended by more than 100 people from Geneva's international and environmental community. The roundtable examined success stories and lessons learned from the movement to green Europe's cities. The Swiss authorities then hosted a reception at which guests were able to view several exhibitions prepared for the occasion. A large-scale event targeting the general public was also organized jointly with the City and Canton of Geneva, for the fourth consecutive year. This sustainable development fair drew some 20,000 inhabitants from Geneva and surroundings.

IUCN
The World Conservation Union

Ramsar

WWF

SPAIN
Bilbao
For the third consecutive year, IHOBE - the public society of environmental management of the Basque Government Environmental Department – organized Basque Green Week (Aste Berdea) from 31 May to 6 June 2004. For the first time, more than 51 municipalities participated in the Green Week with more than 200 activities including exhibitions, films, conferences, visits to factories, theatres, competitions (photos, flowers, painting), and ecological agriculture exhibits.

TURKEY
Ankara
Some 1,000 scouts and students participated in educational games like grand bingo, labyrinths, snakes and ladders, and treasure hunts at the environmental festival organised by the District Municipality of Etimegsut and Ankara Scout and Guides to celebrate World Environment Day 2007. Participants also took part in awareness campaigns and workshops on environmental issues.

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND
Newcastle
The Newcastle City Council held in 2007 the World Environment Day Fair and Exhibition. Over 20 exhibitors took part in the event that showcased a fuel-efficient Honda Civic car, a food stall for selling a range of items made from locally-sourced produce, displays on sustainable design issues and renewable energy. A climate change garden display was based outside a major bookshop and an ice sculptor, Darren Brinskey, produced an ice sculpture of a polar bear.

United Kingdom

Scotland
In 2006, the Edinburgh International Conference Centre (EICC) Green Team called for volunteers to join the clean up of the city centre. The event was an opportunity to raise awareness of the public, businesses, tourists and the community at large to the need to keep Edinburgh clean. Members of the Green Team hoped that their actions would show the community how big an issue litter has become. Littered streets damage business and tourism opportunities and costs Scottish Council taxpayers £65 million a year. In conjunction with the Keep Scotland Tidy initiative and Visit Scotland and to raise awareness on the adverse effects of litter on the natural environment and to local tourism, EICC provided biodegradable litterbags to conference delegates.

West Midlands
To celebrate World Environment Day 2007, Walsall Council had a tour bus travelling around the local business parks to promote energy saving advice to businesses. Other events were held in the town centre and included distribution of free goodie bags with energy saving tips and advice in them, and involvement from the local schools.

LATIN AMERICA AND THE CARIBBEAN

ANTIGUA AND BARBUDA

St. John's
The Environment Division in the Ministry of PublicWorks, Transportation and Environment, in conjunction with the National Solid Waste Management Authority, organized a poster competition among the primary schools in Antigua and Barbuda. The competition was in joint recognition of World Environment Day 2006, the conference of the third Caribbean Environmental Forum and Exhibition (CEF-3) and the 12th annual Wider Caribbean Waste Management Conference (RECARIBE 2006). These were hosted in Antigua from 5 - 9 June. The themes for the postcard competition were based on the WED theme ***Deserts and desertification - Don't desert drylands!***, and ***Start recycling... reduce the littering***.

ARGENTINA

Buenos Aires
In 2005, the Florencia Tederina Ecoclub organized in district schools a competition of children's paintings to express how man relates to the environment. The jury consisted of two well-known teachers in the plastic arts field. Painting kits were given as prizes to the winners.

La Rioja
On 5-8 June 2006, a regional meeting on youth and sustainable development was organized with more than 80 young people from

the provinces of Catamarca, Jujuy, Salta, Santiago del Estero, La Rioja and Tucuman participating. They prepared an action plan for training in environmental issues and the implementation of projects in the country.

BRAZIL

Sao Paulo

In 2005, the São Paulo Rail Rapid Transit Company (Metrô de São Paulo) organized a two-day discussion panel, which focused on the relationship between transportation, environment and sustainable development of large metropolitan areas such as São Paulo and neighbouring cities. An exhibition was held at the company's headquarters and a four-day distance learning programme on the environment was broadcast.

CAYMAN ISLANDS

In 2004, using the theme Wanted! Seas and Oceans - Dead or Alive? John Gray Recyclers introduced plastic recycling in all the schools on the Islands. The project entitled Plastic Six Pack Holder Recycling reflects the importance the organization attaches to the concept "ReUse" and "Recycle" because marine debris consists of plastic items including six pack holders that strangle marine life such as turtles. The holders were taken to Bodden Beverages in Grand Cayman for "ReUse" and any left over were sent to the Hi-Cone Plant in the United States for Recycling. A clean up of Barkers National Park, the first National Park in the Cayman Islands, was also undertaken. In 2005, John Gray named the rare trees in the Park and cleared the area of some of the dead trees that had been felled during Hurricane Ivan in September 2004. The Islands' National Trust are helping with the naming of the trees and have helped find two rare trees already.

CHILE

Talcahuano

Thomas Jefferson School, a private high school, organized several activities for World Environment Day 2007. They included a presentation of different videos showing today's environmental situation and presenting the year's topic: Melting Ice – A Hot Topic; a runway show with costumes made by students from recycled materials; a musical presentation by different rock bands and a display of posters created to promote care for the environment.

DOMINICAN REPUBLIC

In 2005, a plan of the government's environmental policy was presented, and a coalition of environment groups, for the second year running, organized a celebration under the gardens of the Cibao Theatre and the Santiago monument. Various artistic and educational activities were undertaken to develop awareness on the environment and "protected areas". The aim was to fight deforestation caused by those who want to commercially 'exploit' areas, which have a high ecological value and are recognized as biosphere reserves.

GUYANA

Banks DIH Limited of Guyana held in 2004 a "Secondary Schools World Environment Day Banner Competition", based on the Wanted! Seas and Oceans- Dead or Alive? theme. Seventeen schools entered the Competition and the company has further supported their interest by providing each school with a piece of banner material, paint brushes and two cans of paint. In addition to the banner, each school provided a written description of the art work and its relevance to the theme. The winning banner was used as Banks DIH's banner in the WED "green walk", which was be held on 30 May, 2004.

Mexico

COLIBRI ECOTOURISM AWARD

HAITI

In 2004, the global theme Wanted! Seas and Oceans: Dead or Alive? was transformed to SOS! Let's Save our Mountains, Coasts and Seas. Activities were held in the large coastal cities such as Port-au-Prince, Gonaïves, Saint Marc, Jacmel, Cayes and Jérémie, and included: a press conference to launch Environment Week (organized by the Ministries of Environment, Public Health, Public Works, Agriculture and Planning in collaboration with Civil Society, the City Hall of the Metropolis, and environmental associations); statements by the Prime Minister and the mayors of the cities concerned; development of educational materials distributed to members of the country's coastal associations; clean-ups of important canals, drains and sewage openings in the metropolitan area and the bigger cities in the country; an awareness building campaign; a parade through all the cities targeted followed by the cleaning of beaches and forests; hoisting of banners at all major intersections in the capital and provincial cities; broadcasting of awareness-building public service announcements in the capital and other targeted cities; launch of two nationwide competitions: one to decide on three zones where botanical centres would be set up and another to select an environment anthem.

MEXICO

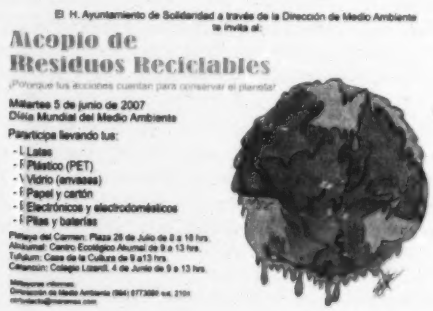
Mexico City

In 2005, PLANETA.COM presented the fifth annual Colibri Ecotourism Achievement AAward at the Xochimilco Gardens. The award is presented to a leading catalyst working toward ecotourism in Mexico, and the winner of the annual award receives a trophy, a diploma and a $1,000 cash prize from the President of Canyon Travel.

Quintana Roo

Recycling was the theme of the day in 2007. The Environment Agency of Solidaridad, in coordination with environmental NGOs and private enterprises, held a massive collect of recyclable waste that involved the community of Playa del Carmen, Akumal and Tulum. All the cardboard collected was donated to the National Commission of Free Textbooks for the production of free curricular textbooks and educational materials. People were offered varied workshops on creating handcrafts and toys from recyclable waste. In addition, the Environment Agency launched the Municipal Waste Separation Program by installing Clean Spots throughout the city

Mexico


El H. Ayuntamiento de Solidaridad a través de la Dirección de Medio Ambiente
le invita al:
Acopio de
Residuos Reciclables
¡Porque tus acciones cuentan para conservar el planeta!
Martes 5 de junio de 2007
Día de Medio Ambiente
Participa llevando tus:
- Latas
- Plástico (PET)
- Vidrio (envases)
- Papel y cartón
- Electrónicos y electrodomésticos
- Pilas y baterías
Playa del Carmen: Plaza 28 de Julio de 9 a 16 hrs.
Akumal: Centro Ecológico Akumal de 9 a 13 hrs.
Tulum: Casa de la Cultura de 9 a13 hrs.
Cancún: Colegio Lizardi, 4 de Junio de 9 a 13 hrs.

of Playa del Carmen. These Clean Spots, placed in the parking lots of supermarkets and shopping centres, allow community members to leave their separated domestic and office recyclable waste. This initiative was the latest in a series of strategies that the Environment Agency will promote in mitigating problems generated from the increasing amount of municipal waste.

NICARAGUA

Nicaragua celebrates Environment and Natural Resources Week by National Law, and it is carried out every year during the first week of June. In 2006, activities took place from 3-9 June with the opening ceremony taking place in the Ministry of Environment and Natural Resources. A video-conference was organized to address the conflict of dry lands in Central America. An exhibition for businessmen that work with recycled, organic and cleaner production was presented with the National Institute of Small and Medium Business. A cycling competition for environmental quality protection was organized and various universities held conferences on the environment.

PANAMA

Panama City

To celebrate World Environment Day 2007 and to raise awareness, Alianza Pro Ciudad organized a Walk for Our City family walk through the neighbourhoods of Panama City. The city is suffering from disorderly constructions of high-rise buildings as part of an overwhelming real estate boom that is destroying its character and green spaces, including urban forests in the nearby Panama Canal area. The area is among the World Monuments Fund's 100 most threatened areas. Alianza Pro Ciudad is a group of citizens of Panama aiming to make Panama city a green clean city.

Trinidad and Tobago

PARAGUAY

Asuncion

In 2006, the Ministry of Environment and the United Nations Development Programme (UNDP), through Project Wild Paraguay, presented on 27 June a dance performance entitled Y amai (Water for life, in Guarani). Y amai is a collective creation from the National Ballet and the non-governmental organization, Survival Earth Friends. The performance was produced as part of the campaign Water for Life and the Day's theme. A photographic exhibition on National Parks, such as Rio Negro, Paso Bravo, San Rafael and Medanos del Chaco was also organized.

PERU

Huancavelica

In 2005, the Regional Department of Health of Huancavelica organized a poster competition with the participation of educational institutions for pre-primary and primary schools.

TRINIDAD AND TOBAGO

Couva

For World Environment Day 2007, the local Global 500 forum organized a tree planting ceremony at the Learning Resource Centre, Couva, Trinidad. The Minister of Education, Senator Hazel Manning, Permanent Secretary, Mrs Marlene Felix and Bebe Ajodha, Global 500 laureate attended the ceremony.

Petit Valley

In 2007, Red Earth held a three-day arts festival that featured local musicians, artists, dancers from Brazil and Cayenne, and photographers. The organization collaborated with other NGOs to do a clean-up on the small islands off the coast of Trinidad. There were also capoeira workshops, a smoke ceremony by the descendants of the first settlers in Trinidad, the Caribs, talks on alternative energy sources, such as hemp and bio-diesel, star-gazing and hikes to a waterfall.

NORTH AMERICA

CANADA

For more than thirty years, Canadian Environment Week has been held the first week of June each year to coincide with World Environment Day.

In 2004, the commuter challenge was organized, as a friendly competition between Canadian communities to encourage as many people as possible to use sustainable and active modes of transportation. People committed to walk, jog, cycle, in-line skate, take the bus, carpool or telework during Environment Week (May 30 - June 5, 2004).

Apsley

To celebrate World Environment Day 2005, the Chandos Lake Canoe and Kayak Club invited cottagers to get out on their canoes or kayaks and paddle.

Kirkland

In 2007, many Alcan Global Pharmaceutical Packaging plants organized special activities and events. The activities ranged from tree planting activity, local area clean-up, informative gathering, and educational sheets to a recycling contest. All initiatives had one thing in common: they focused on meeting with the local communities, raising employees' awareness and helping the environment.

New Brunswick

In 2005, the New Brunswick Climate Change Hub and the Cape Jourimain Nature Centre hosted Our Climate - Our Change, an event that coincided with Canadian Environment Week and Clean Air Day marked on 8 June. The public was invited to take part in a weekend of informative, interactive and fun-filled activities on climate change, at

the Cape Jourimain Nature Centre – an environmental education and eco-tourism facility that offers programmes about natural and human history, green technologies and energy efficiency. The Falls Brook Centre's Climate Change Bus, a traveling exhibit on climate change and energy efficiency, which has its own onboard wind turbine and solar panels, was at the Centre for the weekend. Interactive exhibits from Science East, as well as various environmental presentations, film screenings and a mini-trade show on energy efficiency were offered. The event also encouraged Canadians to take the Government of Canada's One-Tonne Challenge.

Quebec

Ducks Unlimited organized a presentation called Explore Quebec's Wetlands for the Morrin Centre in Quebec City, in 2007. The presentation talked about what wetlands are, why they are important to conserve and what costs society is paying to resolve problems caused by wetland loss. The presentation ended with some ideas on how the audience can create or enhance a wetland in their neighbourhood.

Sacramento

UNITED STATES OF AMERICA

Alaska

In keeping with the theme: Melting Ice - A Hot Topic?, Barrow, Alaska was named the 2007 North American host for World Environment Day. On 5 June, UNEP brought together around the same table the holders of both community-based and science-based knowledge to explore the impacts of climate change and how arctic communities are adapting to this phenomenon. The Town Hall meeting offered a unique opportunity to various members of the Inupiat community, including an elder, a hunter and a fisherman, to share their observations on how climate change has affected their daily lives. Community members in the audience also shared their own observations. In keeping with the tradition of being a people's event, World Environment Day in Barrow also included a colorful demonstration of native Inupiat dances and the annual Eskimo blanket toss, which marks the beginning of the Nalukataq Spring Festival.

Chevy Chase

To celebrate and promote World Environment Day 2006, World Elder Land teamed up with UNEP with the hope of inspiring and helping as many elder communities as possible to actively participate in the betterment of our planet earth and environment.

Providence, Rhode Island

The Ocean Project (TOP) is a relatively new and unprecedented public

awareness initiative among more than 520 aquariums, zoos, science, technology and natural history museums, as well as conservation organizations and government agencies. The aim is to significantly increase the success of ocean conservation by creating in people a lasting, measurable, top-of-mind awareness of the importance, value and sensitivity of the oceans. TOP launched this initiative on the occasion of World Environment Day 2004 and World Ocean Day.

Riverside, California

The Ecomodels, real life action figures who practice and promote a positive lifestyle, shared sustainability related artwork and comic strips printed on recycled promotional products, on the occasion of World Environment Day 2005. The Ecomodels also promoted the use of friendly cosmetics and household products. In addition, they volunteered for WED by assisting in picking up trash, setting up, and getting the word out during and before hand.

Sacramento

The Sierra Club Sacramento Group celebrated World Environment Day 2007 by holding the Sacramento River City Run. There was a 5 and 10 km run/walk that benefited local sustainable living projects. This Run was also a platform to increase awareness of health; our own and the planet's. In its third year, the River City Run raised $15,000 US, which was awarded to 13 local projects.

San Francisco

Organic Bouquet Inc., the world's first organic floral company, based in Marin, California commissioned the legendary gospel singer Edwin Hawkins (four-time Grammy winner and writer of O Happy Day) to write the theme song for World Environment Day 2005. The song, entitled United Nations, Together We Can, was donated to promote the event and future World Environment Day events around the globe.

Stevens Point

In 2006, the Global Environmental Teachings Program (GET) organized an international photo contest for students around the world with the theme, 'Greening Our School: Students Making a Difference.' This event helped students build a better understanding for different cultures and how humans throughout the world affect and are affected by the environment. It enabled them to connect internationally and ultimately enhance their understanding of what environmental projects other students are doing at their schools. Winning photos were reproduced on a poster and distributed to participating schools by 5 June.

Virginia

Portovert Magazine, a new, sustainable publication about eco-friendly weddings, raised environmental awareness on 5 June 2007 with a campaign for World Environment Day. The campaign linked the word WED with the concept of people taking actions on and after their wedding day to stop global warming.

WEST ASIA

IRAQ
Baghdad
On 5 June 2005, more than 200 people, including representatives of different ministries and local media, participated in the celebrations of World Environment Day a big hall in Baghdad. The event focused on the issue of marshlands, and three presentations were given: the first dealt with the meaning of World Environmental Day, its history and purpose; the second focused on the role of the Ministry of Environment to rehabilitate the marshlands; and the third one discussed the past and current situation of the marshlands. During the event, pens and UNEP booklets were distributed. The role of UNEP in supporting different environmental projects in Iraq, especially the marshland project, was mentioned by all speakers.

Dohuk
To mark World Environment Day 2007, the University of Dohuk, in Northern Iraq, founded a Non-Governmental Organization: Water For Every One (WFEO), with the aim to conserve water resources through national and international cooperation.

Jordan

JORDAN
Aqaba
The Royal Marine Conservation Society of Jordan (JREDS) carried out a clean- up of the Southern beach. The event was held on 5 – 7 June and involved about 10 different groups in the community, including schools, youth clubs and diving shops. An estimated 200 people took part.

KINGDOM OF BAHRAIN
Manama
In 2005, a new 500-kilogramme steel monument was erected at the King Faisal Corniche in Manama on 3 June. The 18-foot symbolic structure, depicting eight individuals carrying the globe, is made almost entirely of scrap steel except for the continents, which are made out of recycled aluminium cans. The Hussaini Drawing Society for Islamic Arts was behind the project and received support from the Manama Municipal Council and Municipality. The Atlas Construction and Transportation Company made the sculpture for free on behalf of the Society.

KINGDOM OF SAUDI ARABIA
Jeddah
To celebrate World Environment Day 2006, about 60 school students aged 10 to 12 planted trees at one of the parks in the city of Jeddah with the help of Glaxo staff and volunteers. The participants started by cleaning the park, then they placed banners and environmental awareness posters in the park. They concluded the event by planting five Bazromia trees with different names: Deserts and Desertification - Don't Desert Dry Lands, Embedding Culture of Care, Green Cities -Plant for the Planet, Foundations for the Future and Water, Two Billion People are Dying for it.

LEBANON
Beirut
In 2007, the Youth Environment Parliament (YEP) held a special event, hosted by the Environment & Development magazine in the Lebanese capital, at which a UNEP documentary on climate change and another one prepared by the students were screened. The event also so a display of award-winning paintings and drawings in a nation-wide contest organized by a magazine under the title: Me and the Environment. A message from UNEP's regional director Habib El-Habr on climate change was read to the participants.
An exhibition under the theme: Impact of War on the Environment was inaugurated, in cooperation with UNEP. It was then due to go on a road-show and to be hosted by 50 schools in Lebanon and the region between September-December 2007.

PALESTINE
Bethlehem
The Environmental Education Centre (EEC) has been celebrating World Environment Day since 1992. In 2004, EEC celebrated this occasion with the Bethlehem Peace Centre (BPC). EEC and BPC had an open day on 5 June with lots of environmental and recreational activities. Their target was students from 12 schools in the Bethlehem area. The students were chosen from the environmental clubs EEC and BPC established in their schools. The programme began with a presentation about biodiversity, followed by group discussions on local and global environmental problems.

QATAR
Doha
The Kainat Foundation, a NGO based in India, celebrated World Environment Day in Qatar in 2006, under the slogan Don't Desert Dry lands! It organized competitions for students, as well as an exhibition entitled Environment is our Responsibility. On the eve of WED, the foundation launched its magazine: The Kainat.

SYRIA
Homs
The Syrian Red Crescent Organization Homs Branch invited photographers from around the world, amateur or professional, to participate in its 2005 World Environment Day Photo Gallery, which was exhibited in the Museum of Azzehrawi Palace on 5-9 June.

UNITED ARAB EMIRATES

Abu Dhabi

The Environment Agency of Aby Dhabi organized in 2007 a presentation for women and their families on climate change and how can they can contribute to tackling the issue. Dr. Zaghloul Al Najar from Egypt gave the presentation. Besides this, radio stations carried out quiz contests and talk shows. Schools Nature Clubs observed the day with activities for all students.

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